

OFFICE OF  
**THOMAS A. VERDENIUS**

Bunnell Development Company  
108 South La Salle Street, CHICAGO, ILLINOIS

**BULLETIN**

**No. 1**



## The Greatest Movement for Peace — Back to the Land —

Half the world is today plunged in war, and all the world, more or less, is suffering from same. Blood is flowing freely on the European continent, and no one can say just what the end will be. Business in almost every line is practically at a standstill, and many men who a few months ago possessed great wealth are today paupers.

The American nation, as well as the European countries, is at the present time going through a crisis, and hundreds of thousands of men and women who formerly had permanent employment in our shops, mills, factories and stores are now walking the streets and the highways looking for—begging for—Work.

Throughout these terrible months, the American FARMER has stood practically alone—the one giant figure on which the sun of prosperity has continued to shine. He has steady, profitable employment, a home for himself and his family from which no landlord can eject him. His cellars are stored with vegetables and fruit for the winter; he has plenty of fuel to insure comfort and warmth; his barns are bulging with the crops from his fields, and notwithstanding the great financial depression throughout the country, the American FARMER is able to live like a Prince in peace and security. He has a never-ending source of income, one that will continue indefinitely, amidst surroundings that are superior to any other form of endeavor.

Do you want to know what such independence means? Do you want to have the assurance that your livelihood is guaranteed, your independence protected, whether we are in the midst of PEACE or WAR? Then learn this lesson from the present war and hard times—**BECOME THE OWNER OF A FARM.** You owe it to yourself and to your family to make such a provision as this. If you are not able at the present time to become the owner of a large farm, then secure a smaller one, and almost before you know it your income will have increased, your farm will be enlarged, and prosperity for you and yours will be assured. The man who owns a farm is wise—he alone faces the future with calm confidence. Believe me, you will never know real peace of mind until you can say: "I own a Farm."

Are you hesitating in regard to where you shall buy your farm? Then read the letters on the following pages of this Bulletin, and learn what these intelligent business men have to say about our great colony at Bunnell, Florida. You cannot do better than to invest here, and **WHY HESITATE LONGER ABOUT DOING SOMETHING THAT YOU HAVE KNOWN FOR A LONG TIME YOU OUGHT TO DO?**

You who read this little Bulletin and who are already owners of farms at Bunnell, will appreciate the truth of all I have said above. You know just what your Bunnell farm means to you, and I am sure that you too will be interested in reading the following splendid letters.

*Thos. A. Verdenius*

# Mr. A. S. Babcock, a Chicago Business Man Finds The Bunnell Colony The Place of his Dreams



Chicago, Illinois,  
January 9, 1915.

Mr. Thomas A.  
Verdenius, Chi-  
cago.

Dear Sir:

I have recently returned from Bunnell - Dupont, Florida, where I made a very thorough inspection and investigation of the

Bunnell Development Company's lands and colony.

It is my desire to express to you at this time my firmly established confidence in you and the Bunnell Development Company, with whom I have been doing business for the past two years.

In all the descriptive literature you have issued and all the statements you have made about the officers, lands and colony, I find you have always been candid and very conservative. The above impressions have been most thoroughly clinched by my most rigid investigation while in Bunnell.

I mingled with the business men and the farmers; I visited their places of business and their farms, and found whoever I met—busy, contented, happy and prosperous. I was ever on the alert to satisfy myself that I was making no mistake in selecting Bunnell-Dupont for my future home and environment.

The hospitality extended me by the officers and employees of the Company, by the merchants and the farmers, surpassed all previous experience, and surprised me greatly. I was made to feel at home from the time I left the train and throughout my stay in the colony.

The wonderful and substantial developments and improvements of your towns in the colony, the good streets and highways now under construction, and the splendid water and railway transportation facilities were really marvelous to me, and to know that all this has been done and is being rushed

to completion within the past four years, when they would do credit to a colony in decades, was a surprise beyond my power to describe here.

I found the land assigned to me just as represented, and very satisfactory. I was so perfectly satisfied that I selected all the land available adjoining my holdings. I was shown by the Field Manager, over the lands of the Company not yet sold, from which I selected very desirably located land for several of my northern friends who are desirous of making their future home in Florida.

It might be interesting to you to know that I spent the first twenty years of my life on a farm with my ancestors, who for many generations were known as practical and scientific farmers and stockmen. I have always been greatly interested in agriculture and livestock, and I have done much study and tried to keep in touch with the husbandry, during the past thirty years since I have been in business. I have always felt sure that I would eventually follow in the paths of my father and his ancestors. I am now happy to be able to catch a glimpse of that dawn.

This is certainly a rambling letter, but believe me, my dear sir, it was my desire to have you know my honest convictions, and I have so stated my feelings about the Bunnell Development Company.

In closing, I would not feel that I had done you and myself justice if I failed to recommend your most splendid proposition to any one seeking the safest, sanest, and most independent life.

I have traveled and investigated the United States from the Atlantic to the Pacific, and from the Gulf to Canada, and my conclusions are that no part of this country has so desirable a proposition to offer as Florida, and the Bunnell-Dupont colony in particular. The requisite, in my judgment, is intensive, diversified farming—in poultry, fruit, dairying and live stock, for the greatest financial success in Florida. I would ever use as a working maxim—"A well balanced mixture of cash, brawn and brains" to achieve the maximum success.

Yours for success,

A. S. BABCOCK.

# An Interesting Letter from Mr. Ed Johnson

## One of Busy Bunnell's Most Prominent and Progressive Retail Merchants

Mr. Thos. A. Verdenius,  
Chicago, Ill.  
Dear Sir:

You have asked me to write you as to my opinion of the Bunnell Colony. I do not know why you have made this request, and it matters not to me; though I presume that what you want is the cold, unvarnished truth, for I know that you would not ask for anything but a straightforward statement. Therefore, instead of conferring a favor upon you, I take great pleasure in complying with your request, and feel that you have honored me by asking for my opinion.

I have now been a resident of Bunnell since March, 1913, and it is scarcely necessary to ask me if I am favorably impressed with the outlook here, and whether I expect to make this my future home. Just go out on the Moody Boulevard, about one mile east of town, and see if you think that things look



*Mr. Johnson's home on his farm, east of Bunnell*

permanent, but for fear that you do not see the things there as I see them, I will state that I AM HERE TO STAY, and here are some of the reasons why:

When a man is in search of a place in which to build up a lifetime home, he naturally wants to know everything about the community that it is possible for him to learn. He wants to know what kind of people he will have to associate with; what the church facilities are; what kind of schools there are for the education of his children. He wants to know that he is locating where health conditions are good; where the standard of morality is high, and that his business associates will be honest and trustworthy men. He wants to know that there is enterprise and get-up in the community, that the opportunities there are good, and that there is a chance for advancement along any line of business.

These are the questions that I had to have settled before I decided to

locate in Bunnell, and here are the answers that I have worked out and proven to my own satisfaction.

I have been intimately associated with the people of the Bunnell Colony ever since I located here, and I must say that in all my life I have never lived in a community where there was more congeniality and where everyone seemed to have the public welfare at heart as there is here.

The founders of the Bunnell Colony, with whom I have had constant business relations, have proven themselves to be gentlemen of the very highest type. There has not been a single instance, to my knowledge since I came here, where anyone has asked these men for a reasonable favor, that they have not received it; and I personally have known them to lend assistance to men when they knew at the time there was but a bare possibility of ever realizing anything in return. I have known them to render assistance, where they received a cold shoulder in return for their trouble. I have known them to give advice to newcomers of such a nature that it was detrimental to their financial interests. Be ye stranger or friend, if you ask these men an honest question, you may rest assured that you will receive an honest reply.

Messrs. I. I. Moody and J. F. Lambert, the parties to whom I refer as the founders of this town and colony, are both self-made men, having come to this country a number of years ago with no other assets than their good health, their energy, their determination to succeed, and an insight to the future of this country that has placed them where they are today. I like to deal with such men as these. They know how to appreciate the conditions of men who are not on a financial level with them.

I have met and had dealings with most every one who has come to this section of the country, and I can frankly say with but a few exceptions, I have found them to be a high class of refined men and women—the kind that it takes to build up the right kind of a community.

BUNNELL has a nice church that would be a credit to any town, which is presided over by an intelligent and worthy minister, who has a warm place in the hearts of everyone in the community.

BUNNELL boasts as good a school as one could desire, and it is in the hands of an efficient corps of teachers.

BUNNELL has truthfully been lauded as a place where good health can be enjoyed, and our physicians will



testify to this fact. The standards of morality are high here, and with the present efforts of the good women of the community, and the assistance of the better element of the male class, the time is not far distant when we will have no such word as immorality here. The business element of Bunnell are men and women of the highest class and proficient in their respective lines; and of a more enterprising set of people than we have here no place can boast.

The past season in farming has proven conclusively that there are great possibilities in the field. There were failures of course, there were also

successes, for those who knew their business reaped rewards for their labors.

I have been termed a booster, and why not? With all the opportunities and possibilities that this country possesses, there is no reason why any one in this locality should not be a booster.

The above statements are from the heart, and are most humbly submitted by one whom you will always find here, until he is called to the Great Beyond.

Yours truly,

ED JOHNSON,

"The Tennessean."

Bunnell, Fla.

## "Who Shall Despise the Day of Small Things?"

Perhaps you are a prosperous business man today, your health good, your income sufficient to meet all your needs. Possibly you are quite satisfied with conditions just as they are, and feel that there is no need for you to buy a little farm-home in Bunnell, Florida.

But, did it never occur to you that these conditions may change, that your rosy future may be overcast by clouds of adversity, and that what now seems almost a useless investment may become a Haven of Refuge?

If such thoughts have never come to your mind, it will be well for you to read carefully the following letter, which I received a short time ago from one of our buyers. There is pathos and tragedy in this letter, and yet there is the note of victory, for this husband and wife have found the "silver lining" to their cloud, and they are looking into the future with strong, courageous hearts.

"Mr. T. A. Verdenius,  
Chicago, Illinois.

My Dear Sir:

I trust to be in Bunnell early in the spring. While I have never seen my land, having bought it on Mr. Moody's personal assurance, yet I regard it as a very fortunate investment. At the time I contracted for same, I had no anticipation of cultivating it, but bought simply because I was urged to do so.

Since then I have seen my business ruined and all my prospects go to naught. This little piece of land is about all that my wife and I have to fall back on in our old age. Had anyone foretold my present circumstances when I signed my order for ten acres, some four years ago, I would have laughed at them. As it is, my wife and I feel that we can face future difficulties cheerfully, because when we have paid thirty dollars more, we will hold title to that which will at least assure us of a living, and probably will give us a satisfactory income that no one can take from us.

As it is now, the fear of the poor house in our old age does not cast its shadow over us."

I want to add a final word to you, who have not yet secured your farm in the Southland. Now is the time for you to act. Do not wait longer to send in your order. Surely we can satisfy you with a farm, when we have over two thousand satisfied customers today. Ever keep this thought in mind, that whether we are in the midst of PEACE OR WAR, the only really independent man is the Farmer—the man who owns a farm of his own, fully paid for.

If you have not read my booklet, "A Little Farm—A Big Living," write me for it today. It will be mailed you free of cost, and will tell you how you may obtain a farm home by saving just seventeen cents a day.

THOMAS A. VERDENIUS,  
108 So. La Salle St., CHICAGO.